
BUSINESS PLAN

Weekday afternoon dog walking

Professional Services

An example plan from ordara.com.au · Published 25 September 2026

ABOUT THIS DOCUMENT

Ordara drafted each section of this plan using AI, from the founder's answers and the sections they had already approved. Check any statement about competitors or the market against current public information.

Every section in this plan was reviewed and approved by the founder before it was included. Figures are the founder's own approved assumptions, recalculated — they are projections, not predictions of what the market will do.

This document is a business planning draft. It is not financial, legal, or tax advice, and it is not an audited or statutory business plan. Review every figure and claim, and seek professional advice before acting on it.

THE INPUTS, EXACTLY AS TYPED

An example business plan, built by Ordara from the inputs below, then edited by us where noted.

THE IDEA

"A dog walking service covering a tight geographic radius, walking small groups on weekday afternoons."

FOUNDER BACKGROUND

"University student, available weekday afternoons around class."

AUDIENCE

Apartment-dwelling professionals in inner-city areas who work weekdays in the CBD

INDUSTRY

Professional Services

BUDGET

\$2,000

EDITED AFTER IT WAS BUILT

An "only" claim removed from the positioning. Solo drop-in walks start in month 4 rather than month 3, matching the plan's own month-3 figures of zero. No figures changed. Per-section draft notes replaced by one note in About; the fixed competitor note and ABLIS line added; amounts, headings, labels and Finance tables written as the export writes them in October 2026, with its charts in the PDF, and the copy brief put in page order.

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1. Strategy
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1. Strategy

Who it serves, how it makes money, and the first 90 days.

1.1 Executive summary

This service walks small groups of dogs on weekday afternoons within a tight inner-city radius, serving apartment-dwelling professionals who are absent during the hours their dogs need activity most. Low overhead, recurring weekly clients, and a walkable service zone make this viable from week one.

1.2 One-line pitch

Reliable weekday afternoon group dog walks for busy CBD professionals who live in apartments.

1.3 Target market

Professionals aged 25-40 living in inner-city apartments within 1-2 km of the CBD, earning \$80,000+ annually, who work standard weekday hours and cannot exercise their dogs between 11am and 4pm. Their pain is guilt and a restless dog at the end of a long workday.

1.4 Revenue model

Weekly recurring walk packages: one 60-minute group walk per weekday afternoon at \$28 per dog per walk, billed as a 4-walk weekly package at \$112 per dog. Add solo drop-in walks as a secondary stream from month 4 at \$35 per walk.

Headline price: \$112

1.5 What you expect to sell

What you sell	One sale is	Price	Starts	Most possible
Weekly group walk package per dog	package	\$112	From launch	15 a week
Solo drop-in walk bookings	walk	\$35	Month 4	10 a week

What you sell	Month 3, conservative	Month 3, expected	Month 12, conservative	Month 12, expected
Weekly group walk package per dog (packages per week)	4	7	10	14
Solo drop-in walk bookings (walks per week)	0	0	3	6

These are the founder's own assumptions. Every revenue figure in the Finance section is calculated from these counts and prices.

1.6 Competitive advantage

Serving a fixed tight radius on foot means dogs are picked up and returned within minutes — not loaded into a van with strangers from across the city — giving owners a predictable, familiar routine their dog actually settles into.

1.7 Key competitors

Competitor descriptions are general. Check them against current public information.

- App-based dog walking platforms that assign any available walker from a wide pool, giving owners no consistency in who handles their dog or what route is walked each day.
- Established solo dog walkers running full-time with morning-only or all-day availability, who are already at capacity and cannot reliably take weekday afternoon slots.
- Pet-sitting services that keep dogs indoors or in a home environment during the day, which does not meet the exercise and outdoor stimulation needs of active breeds.

1.8 Budget allocation

Breakdown

Category	Purpose	Amount
Equipment and supplies	Leashes, waste bags, collars, a first-aid kit for dogs	\$350
Marketing materials	100 printed A5 flyers and 200 business cards	\$150
Booking and admin tools	Three months of a scheduling and payment app at under \$70/month	\$200
Reserve / contingency	Emergency buffer — do not spend unless necessary	\$1,300

Total budget: \$2,000

1.9 90-day priorities

Licences, permits and registrations depend on your business and location. Check what applies to you with ABLIS at ablis.business.gov.au.

- Week 1-2: design and print 100 A5 flyers, post them in 10 apartment building foyers within your target radius, and join 3 local community Facebook groups.
- Week 3-6: walk your first 2 paying dogs, ask each owner for one written Google review, and photograph every walk to build 12 posts of content for your booking profile.
- Week 7-12: reach 6 recurring weekly packages by asking each current client to refer one neighbour, and set up a simple online booking form using a free Calendly account.

1.10 Recommended launch markets

- Apartment buildings within a single 1.5 km walkable radius of your campus: post a printed A5 flyer in each foyer this week and follow up with a photo of the route on a local community Facebook group.

- Inner-city suburb Facebook and Nextdoor community groups: post a short intro with a photo of you walking a dog, ask if anyone needs afternoon weekday coverage, and reply to every comment within the hour.
- Local independent pet supply shops within the service radius: ask to leave 20 business cards at the counter and offer the owner a free walk for their dog as a thank-you for the referral.

1.11 Key risks

- A dog injures another dog or person on a walk — carry a written client agreement signed before the first walk that sets out your handling rules and the owner's responsibility for disclosing their dog's behaviour.
- A client cancels their weekly package with one day's notice, leaving a revenue gap — require 7 days written notice of cancellation and collect payment one week in advance from every client.
- University timetable changes mid-semester reduce your available afternoons — lock your walk windows to 12pm-4pm only and make your availability explicit in all client agreements from day one.

1.12 Test the idea

- Weekly group walk package per dog: you assume about 7 sales a week by month 3, at \$112 for one package. Test it before you spend: ask people who fit your target market whether they would pay \$112 for one package. You assume you can deliver up to 15 a week. Test it with a short trial run before you commit to that many.
- Solo drop-in walk bookings: you assume \$35 for one walk. Test it before you spend: ask people who fit your target market whether they would pay \$35 for one walk.

2. Product

The website plan: the pages needed and what each should say.

2.1 Homepage hero copy

Your dog shouldn't wait until 6pm. Reliable weekday afternoon group walks for CBD professionals in inner-city apartments — same walker, same neighbourhood, every time.

Primary CTA: Book a Walk

Recommended platform: Squarespace

2.2 Website pages

Name	Purpose
Home	Hook apartment-dwelling CBD professionals instantly, communicate the afternoon weekday niche, and drive package inquiries. Squarespace suits this founder's \$2,000 budget — lowest cost, fastest launch, no developer needed.
Packages	Present the \$112 weekly group walk package and \$35 drop-in walk clearly, removing any pricing ambiguity so visitors can decide quickly.
How It Works	Show the tight local radius, small group model, and fixed 12pm–4pm window to build trust and separate this service from app-based alternatives.
Contact	Convert interested visitors into booked clients by capturing name, suburb, dog details, and preferred start date in one simple form.

2.3 Copy brief per page

Home

- Hero statement naming the problem: working professionals whose dogs sit unstimulated all weekday afternoon in a small apartment.
- One-sentence pitch beneath the hero: fixed 12pm–4pm walks, tight local radius, small groups, consistent walker every time.
- Three-icon trust strip: 'Small groups only', 'Afternoons every weekday', 'Picked up and returned on foot — no vans'.
- Single testimonial placeholder from a local apartment-dwelling dog owner, with suburb and breed noted for credibility.

Packages

- Primary package card: \$112 per dog per week — four 60-minute group walks, billed weekly in advance, 7-day written cancellation notice required.
- Secondary option card (available from month 4): \$35 solo drop-in walk, bookable for irregular weeks or one-off cover.
- Short clause block: what is included (pick-up, walk, return, post-walk photo update) and what is required (signed client agreement before first walk).
- Single CTA button beneath both cards linking directly to the Contact page booking form.

How It Works

- Step 1–3 graphic: Inquiry via form → Meet-and-greet with your dog in your building → First paid walk begins, same walker each time.
- Map or radius illustration showing the 1.5 km service zone, naming the inner-city suburbs covered so visitors self-qualify immediately.
- Short paragraph explaining why small groups in a tight radius beat app-based walkers: owner knows the route, the walker, and the dogs walking alongside theirs.
- FAQ strip covering: group size limit, what happens in bad weather, how payment is collected, and how to cancel.

Contact

- Short form fields: owner name, apartment suburb, dog name and breed, preferred walk start date, and a free-text field for any behaviour notes.
- Reassurance line beneath the form: all new clients receive a free meet-and-greet before the first paid walk is confirmed.
- Response time expectation set explicitly: replies within 24 hours on weekdays, with a note that walk slots in the radius fill quickly.
- Secondary contact option: a direct email address for owners who prefer not to use the form, keeping the barrier to inquiry as low as possible.

3. Marketing

How to reach the first customers: channels, messages, and a launch campaign.

3.1 Positioning statement

A weekday afternoon dog walker who covers your block on foot, every time — not a different stranger from an app.

3.2 Key messages

- Your dog gets the same walker, the same streets, the same group — every weekday afternoon while you're at work. Book a Walk.
- No app-assigned strangers. One local walker, a tight neighbourhood radius, picked up and returned on foot. Book a Walk.
- Afternoons covered Monday to Friday so you come home to a calm dog, not a restless one. Book a Walk.

3.3 Target channels

Channel	Why it fits	First action
Local community groups on social platforms	Inner-city apartment dwellers actively use suburb-specific community groups to find trusted local services — exactly where this audience searches before handing over a house key.	Post a photo of a dog mid-walk in a recognisable local street with a two-sentence intro and a link to the booking page in three local community groups this week.
Printed flyers in apartment building foyers	Apartment buildings within the 1.5 km radius concentrate the exact target audience in one place — a flyer in a foyer reaches someone the moment they leave for work without a walk done.	Post one A5 flyer on the noticeboard of every apartment building within a 15-minute walk of your start point this week — aim for at least 10 buildings.
Business cards at independent pet supply shops	People buying dog food in a local pet shop are already spending on their dog's needs — they are the exact buyer who will pay \$112 per week for reliable afternoon coverage.	Visit the two nearest independent pet supply shops this week, introduce yourself, and ask to leave 20 business cards at the counter.

3.4 Content plan

- Short photo posts of dogs mid-walk on recognisable local streets, captioned with the exact suburb and a prompt to Book a Walk via the link in bio.
- A5 flyer with the headline 'Your dog shouldn't wait until 6pm', the \$112 weekly package price, and the website URL — posted in apartment foyers across the service radius.
- A business card that shows the service radius suburbs, the afternoon time window, and the website URL — left in stacks of 20 at the counter of local independent pet supply shops.

3.5 Launch campaign

Name: Same Walker, Every Afternoon

Concept

A four-week push built around a single honest contrast: the inconsistency owners experience with app-based walkers versus a fixed local person who knows their dog by name. Every post, flyer, and community mention drives back to the website's Book a Walk form.

Timeline

4 weeks: week 1 flyers and community posts live, weeks 2-3 follow up with walk photos and first client reviews, week 4 ask each client for one neighbour referral.

What to measure

Three confirmed weekly package bookings by the end of week four — enough to validate the model before semester commitments tighten.

3.6 Budget allocation

Breakdown

Category	Purpose	Amount	Paid from
Marketing materials	100 A5 flyers and 200 business cards for foyer and shop distribution.	\$150	Marketing materials

Total budget: \$150

4. Finance

The numbers: projections, costs, and what is needed to break even.

All figures are before tax and before anything you take out of the business.

4.1 Financial summary

Start-up money goes on walking gear, printed materials, a booking tool, and a cash reserve. Each month, a hosted website builder and a scheduling app are the only fixed costs. Recurring weekly packages are what pays the bills — every additional dog on a regular booking moves the needle fastest. The cost of delivering each walk is what to watch. This is a draft financial plan, not financial advice. Review every figure with a qualified accountant before acting on it.

4.2 Your key figures

How long your cash lasts if nothing sells



Your reserve, plus anything the plan did not allocate (\$1,300), spent on fixed costs alone, with no sales at all. The scale stops at month 12; the arrow shows it lasts longer.

Figure	Value
Total start-up spend	\$2,000
Budget left unspent	\$0
Cash still available after day one	\$1,300
Fixed costs each month, months 1–3	\$25
Fixed costs each month, month 4 onwards	\$90
How long your cash lasts	16.6 months
Sales needed each month to cover fixed costs	\$93

All figures are recalculated from the approved inputs below. Volumes stated per week are converted at 52 weeks divided by 12, and per fortnight at 26 fortnights divided by 12. Prices are the amounts the founder receives per sale. Runway assumes no sales at all.

4.3 What you spend to start

Where the start-up money goes

\$1,300 of \$2,000 is still cash after day one.

Your budget		\$2,000	
Spent on day one	\$700	Kept as cash	\$1,300
Equipment and supplies	\$350	Reserve / contingency	\$1,300
Marketing materials	\$150		
Booking and admin tools	\$200		

Your approved budget of \$2,000 as one bar: what is spent on day one, and what is kept as cash. Each part is a line of the start-up table below.

Cost	What this money does	Amount	Notes
Equipment and supplies	Spent once, then gone	\$350	Leashes, waste bags, collars, dog first-aid kit purchased once at launch.
Marketing materials	Spent once, then gone	\$150	100 A5 flyers and 200 business cards for foyer and shop distribution.
Booking and admin tools	Pays 3 months of booking and scheduling app up front	\$200	Three months of scheduling and payment app paid upfront before launch.
Reserve / contingency	Kept as cash	\$1,300	Emergency buffer — held in cash, spent only if something goes wrong.
Spent on day one	The lines spent once, bought as goods or paid up front	\$700	—
Kept as cash	The lines kept as cash	\$1,300	—
Total		\$2,000	Against a budget of \$2,000

4.4 What you pay every month

Cost	Each month	Notes
Hosted website builder subscription	\$25	Monthly plan on a hosted website builder; no developer required.
Booking and scheduling app	\$65	Scheduling and payment app covering client bookings and invoicing.
Total each month	\$90	Paid whether or not anything sells

4.5 What you sell

What each sale leaves



Every bar is the same length: one sale's price, split into what it costs you to deliver and what is left.

What you sell	One sale is	Price	Cost per sale	Left over	Starts
Weekly group walk package per dog	package	\$112	\$4	\$108	From launch
Solo drop-in walk bookings	walk	\$35	\$1	\$34	Month 4

- Weekly group walk package per dog — cost per sale covers: Waste bags and minor consumables consumed per dog per week of walks.
- Solo drop-in walk bookings — cost per sale covers: Single waste bag per walk; your time and feet are the product.

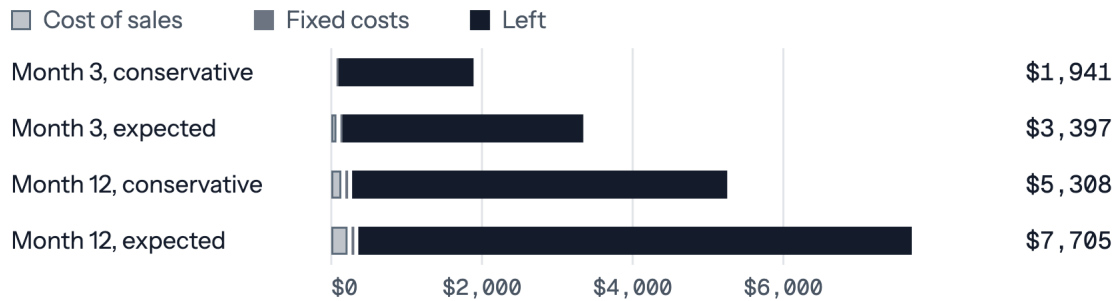
4.6 How much you expect to sell

What you sell	Month 3, conservative	Month 3, expected	Month 12, conservative	Month 12, expected
Weekly group walk package per dog (packages per week)	4	7	10	14
Solo drop-in walk bookings (walks per week)	0	0	3	6

4.7 What that means month to month

All figures are before tax and before anything you take out of the business.

Where each month's money goes



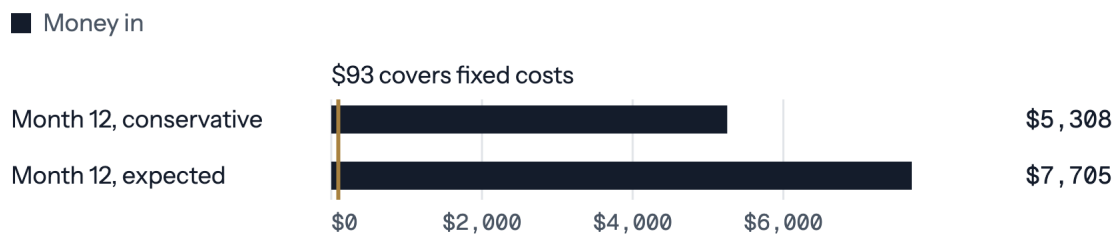
Money in for each scenario, split into the cost of those sales, that month's fixed costs and what is left. All figures are before tax and before anything you take out of the business.

Scenario	Money in	Cost of sales	Left for fixed costs	Fixed costs that month	Left after fixed costs	Covers fixed costs?
Month 3, conservative	\$1,941	\$69	\$1,872	\$25	\$1,847	Yes
Month 3, expected	\$3,397	\$121	\$3,276	\$25	\$3,251	Yes
Month 12, conservative	\$5,308	\$186	\$5,122	\$90	\$5,032	Yes
Month 12, expected	\$7,705	\$269	\$7,436	\$90	\$7,346	Yes

Left for fixed costs is money in less the cost of making those sales. Fixed costs that month are lower while prepaid items last. Left after fixed costs is what remains once that month's fixed costs are paid.

4.8 What it takes to cover your costs

Month 12 against what covers your costs



The line is \$93 of sales a month, which covers fixed costs of \$90 at the mix of sales you expect by month 12. Each bar is a month-12 scenario's money in. All figures are before tax and before anything you take out of the business.

At the expected month-12 mix of sales, covering fixed running costs of \$90 a month takes about \$93 of revenue.

Every scenario covers that month's fixed costs. Month 3's fixed costs are lower while prepaid items last, so each scenario is measured against its own month.

The one thing that moves this most: Number of dogs on recurring weekly packages — each additional dog compounds every week.

4.9 What these numbers assume

- The approved weekly package price is taken directly from the strategy and assumed acceptable to the inner-city apartment market.
- Conservative month-three volume of four packages reflects one or two early clients, not a full referral pipeline yet.
- Month-twelve conservative figure of ten packages assumes slower word-of-mouth and some client churn across the year.
- Drop-in walks begin in month four, matching the strategy's planned introduction, so month-three figures include none.
- The service radius is walkable on foot throughout; no transport cost is incurred per walk or per week.

4.10 What to watch

- Weekly packages billed in advance protect cash flow, but a cluster of cancellations in the same week could leave a gap that the reserve must cover before replacements are found.
- The booking app and website are prepaid or low-cost, but if pricing on either rises mid-year, fixed costs increase without a corresponding rise in per-walk revenue.
- Cost per walk is currently low, but if waste bags or first-aid restocking is underestimated across a growing client base, the margin on each package quietly erodes over time.

4.11 Check these before you spend

- Your largest start-up cost is Equipment and supplies, at \$350. Get a written quote before you pay it.
- Your largest monthly cost is Booking and scheduling app, at \$65 a month. Check that figure before you commit to it.
- Each package costs \$4 to deliver. Check that against a supplier's price before your first sale.